

# LAUNCH

## STONE COUNTY

WELCOME  
WE ARE  
OPEN  
PLEASE COME IN

ACTIVITY Q4

OCTOBER 1, 2024  
TO  
DECEMBER 31, 2024

### Stone County Tax Revenue Q4: Year Over Year



Based on general use sales tax.



10

Jobs  
Created

0



New Housing  
Units Created

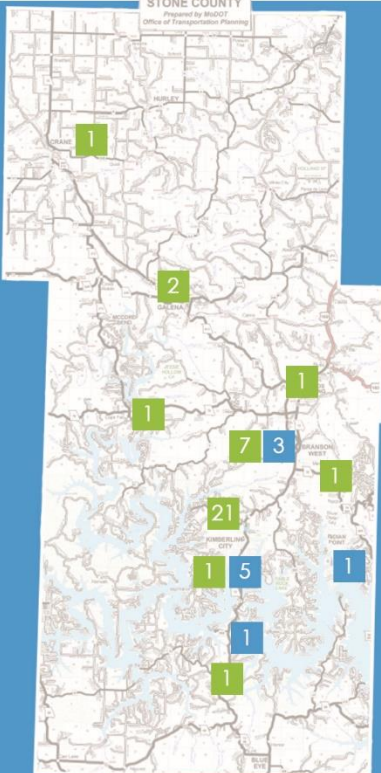
46



Total Businesses Assisted  
Across Stone County  
Through 2024 Quarter 4

New Business

Existing Business



### Project Tracking

Project #1

### Fall Campaign Highlights



- 36.9 Million Impressions
- Campaign impressions were 118% above target goal, meaning dollars spent were used very efficiently.
- 136,578 website clicks to fall page
- Most engaged markets: Chicago and Dallas